

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY WELLINGTON
INFO AMEMBASSY PORT MORESBY
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TAGS:BEXP, NZ

SUBJ:ACTION PROGRAM (CAP) - NEW ZEALAND -
FY 1979

REF: A. WELLINGTON 3185, B. WELLINGTON 3890

1. STATE AND COMMERCE PERSONNEL REVIEWED EMBASSY'S
FY 79 CAP IN A MEETING HELD AUGUST 1. POST'S SUBMISSION
WAS TIMELY AND WELL CONCEIVED. FOLLOWING ARE COMMENTS ON
SPECIFIC PORTIONS OF THE CAP.

2. CAMPAIGN NUMBER 1. FOOD PROCESSING AND PACKAGING
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EQUIPMENT. WE ACKNOWLEDGE POSTPONEMENT OF MARKET BRIEF
UNTIL FY 80 (REF B). COMMERCE WILL MEET ALL REQUIREMENTS
LISTED PARA B (REFTEL A).

3. CAMPAIGN NUMBER 2. INSTRUMENTATION. COMMERCE UNABLE
TO MEET REQUEST FOR INSTRUMENTATION TRADE MISSION THIS FY.
INDEED, PAST EXPERIENCE HAS SHOWN THIS TO BE A FIELD OF

RELATIVELY WEAK INTEREST IN NEW ZEALAND. HOWEVER, WE WELCOME POST'S INITIATIVE IN PREPARING MARKET BRIEF ON SUBJECT AND BELIEVE IT WILL BE USEFUL IN STIMULATING INTEREST IN THE NEW ZEALAND MARKET.

4. CAMPAIGN NUMBER 3. EQUIPMENT FOR THE PLASTICS INDUSTRY. THE PLASTICS MACHINERY VTR PROGRAM CAN BE MADE AVAILABLE FOR USE IN NEW ZEALAND BUT ONLY AFTER THE FIRST OF 1979. THE VTR IS EARMARKED FOR USE IN THE NEAR EAST BEGINNING IN OCTOBER 1978. TOWARD THE END OF JANUARY OR EARLY FEBRUARY, 1979, USDOC WILL BE ABLE TO SOLICIT PARTICIPANTS FOR A NEW ZEALAND EFFORT. POSTS SHOULD BE ADVISED THAT USDOC UNABLE TO PROVIDE FUNDS FOR REPRESENTATIONAL SUPPORT, EQUIPMENT, RENTAL OF SHOW SPACE, ETC. EMBASSY AND CONSULATE GENERAL SHOULD REVIEW THEIR BUDGET AND PLAN ACCORDINGLY. THERE IS NO POSSIBILITY WE CAN ARRANGE A PLASTICS EQUIPMENT TRADE MISSION FOR FY 79 DUE TO LACK OF FUNDS. WE WELCOME PLAN TO PROMOTE A BUYER GROUP VISIT TO THE NATIONAL PLASTICS EXPOSITION IN CHICAGO. USDOC'S FOREIGN BUYER PROGRAM (FBP) AND SPONSORING INDUSTRY ASSOCIATION WILL PROVIDE A) BROCHURES NO LATER THAN 6 MONTHS PRIOR TO THE SHOW, B) AN EXHIBITOR LIST OF US FIRMS INTERESTED IN MEETING FOREIGN BUYERS AND C) CATALOGS FROM PREVIOUS SHOWS AS THEY BECOME AVAILABLE. ADDITIONAL PROMOTIONAL MATERIALS, E.G., ONE PAGE FACT SHEETS, PRESS RELEASES, ETC. WILL BE DISSEMINATED WHEN UNCLASSIFIED

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AVAILABLE. THIS SHOW IS AN FBP DESIGNATED SHOW FOR FY 79 AND PROJECT OFFICERS WILL BE STATIONED AT AN INTERNATIONAL BUSINESS CENTER TO ASSIST FOREIGN ATTENDEES.

5. SPECIAL EFFORT NUMBER 1. NATURAL GAS STUDY. WE COMMEND POSTS' INITIATIVE. A MARKET BRIEF WILL BE USEFUL. USDOC WILL DISSEMINATE PERTINENT PORTIONS TO APPROPRIATE TRADE ASSOCIATIONS AND SUPPLIERS OF EQUIPMENT.

6. SPECIAL EFFORT NUMBER 2. VISIT USA. USTS IS PLEASED WITH THIS EFFORT.

7. SPECIAL EFFORT NUMBER 3. AGENCY INDEX UPDATE. EXCELLENT.

8. SPECIAL EFFORT NUMBER 4. EQUIPMENT FOR FORESTRY AND FOREST PRODUCTS INDUSTRIES. MARKET RESEARCH HAS BEEN RECEIVED. TIMBER INDUSTRY MISSION IS STILL SCHEDULED FOR MARCH 1979. WITH RESPECT TO POST-EVENT EVALUATION, USDOC BELIEVES THIS WILL BE COVERED BY REPORTING REQUIRED UNDER PROVISIONS OF 10 FAM 374.3. WE WILL SEE THAT POST RECEIVES COPY OF MISSION DIRECTOR'S REPORT.

9. SPECIAL EFFORT NUMBER 5. USDOC'S FOREIGN BUYER PROGRAM AND SPONSORING INDUSTRY ASSOCIATION WILL PROVIDE SUPPORT FOR THE NATIONAL COMPUTER CONFERENCE PROMOTION AS IN THE CASE OF THE PLASTICS EXPO (PARA 4, CAMPAIGN NUMBER 3). POSTS MAY ALSO WISH TO CONSIDER PROMOTING THE

SYDNEY IMC COMPUTER SHOW WHICH WILL BE AN OFF-SITE SOLO SHOW AT MELBOURNE, APRIL 2-6, 1979.

10. SPECIAL EFFORT NUMBER 6. COMMUNICATIONS. NEW ZEALAND MARKET BRIEF RECEIVED. IT HAS BEEN USEFUL FOR NEW-TO-MARKET FIRMS WHO ARE CONSIDERING PARTICIPATING IN THE NZ REPFIND PROGRAM. TO DATE, NEW PROJECT OFFICER HAS UNCLASSIFIED

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CONCENTRATED ON FILLING THE SHOW. NOW HE WILL RECONTACT ALL FIRMS WHO ARE NEW TO THE NZ MARKET AND OFFER THEM OUR REPFIND PROGRAM. AS SOON AS THERE IS SOMETHING OF SUBSTANCE TO REPORT, PROJECT OFFICER WILL CABLE THE POST.

11. SPECIAL EFFORT NUMBER 7. AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT. EXCELLENT. WITH RESPECT TO EVALUATION, COMMENTS NOTED ABOVE IN PARA 8, SPECIAL EFFORT NUMBER 4 APPLY.

12. SPECIAL EFFORT NUMBER 8. SAFETY AND SECURITY EQUIPMENT. THIS SHOW HAS BEEN CANCELLED FOR FY 79 AND RE-SCHEDULED FOR FY '80. IT HAS BEEN REPLACED IN FY '79 BY A PRINTING AND GRAPHIC ARTS PROMOTION. POST COMMENTS ON INTEREST IN A REPFIND EXERCISE FOR THE SUBSTITUTE SHOW ARE WELCOME.
CHRISTOPHER

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